



Location
Ghana



Established
2011

Portfolios
Inclusive Global
Markets

Venture Leader
Wayne Miranda

Sector
Pre-investment Social
Businesses

Type
For-Profit

Growth Mosaic

SeKaf Ghana is a social business which produces natural, organic Shea-based cosmetics, sold domestically in Ghana, as well as exported internationally. The company employs local women as shea nut pickers and processors, who are paid a premium for their quality processing, and are provided with health insurance for themselves and their dependants. The potential of businesses like SeKaf to generate both economic and social benefits across Africa is enormous - if they have the support to continue to grow.

Mission

Growth Mosaic prepares scalable, small businesses in Africa to access and manage growth investment.

Why Growth Mosaic?

Today there is more than \$1.2 billion per year in committed funds for small and medium businesses in West Africa. The challenge is that these dollars are not finding viable businesses worth investment. While there is no shortage of African entrepreneurs with ideas in motion, their businesses are often high-risk because of a limited track record, which discourages the majority of investors.

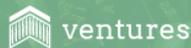
Growth Mosaic removes risk and improves the viability of these businesses as investment opportunities, and focuses on small businesses which generate both economic and social benefits. The team envisions a thriving small and medium business sector in sub-Saharan Africa which includes local suppliers in fair supply-chains; generating quality local employment; and delivering valuable goods and services within rural communities.

Contact Info

 growthmosaic.com

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The Approach

Growth Mosaic works at the intersection of investors and businesses, priming businesses to have the systems, team, and track record they need to secure the available investments.

Having looked at the existing services available in this sector, the team believes that a better offering is both needed, and possible:

1. Being directly accountable to clients as a business in itself, earning fees directly from clients. This allows Growth Mosaic to avoid following donor money, and to strategically select high-potential clients and serve them well.
2. Moving beyond training and recommendations, offering implementation support for critical improvements within small business clients.
3. Using an affordable win-win model to offer a self-sustaining, replicable service which could scale across West Africa.
4. Deploying a team of Finance, Marketing and Operations specialists to address the range of needs required by small businesses.
5. Delivering services by African talent. Striving to be a fully African-led organization, Growth Mosaic hires entrepreneurial people to secure this foundation.

In addition, Growth Mosaic uses a metric to measure impact on client operations, which has generated \$5.90 in additional revenue and cost savings for clients based on each \$1 the client spends on Growth Mosaic Services - a 490% return.

Successes

In just two years, Growth Mosaic has built a team of five to serve ten clients. One Growth Mosaic client was supported towards a US\$1.9m investment. These businesses are generating both economic and social value - for instance, providing improved seeds for rural, small-scale farmers to have the potential to triple yields. By improving the performance of these businesses and linking them to growth capital, Growth Mosaic not only improves the sustainability of the client's benefit to society, but scales up these benefits across society.



Partners

Growth Mosaic works closely with the top Universities in Ghana; West African investors and fund managers; local business associations and networks; and a network of international advisors.